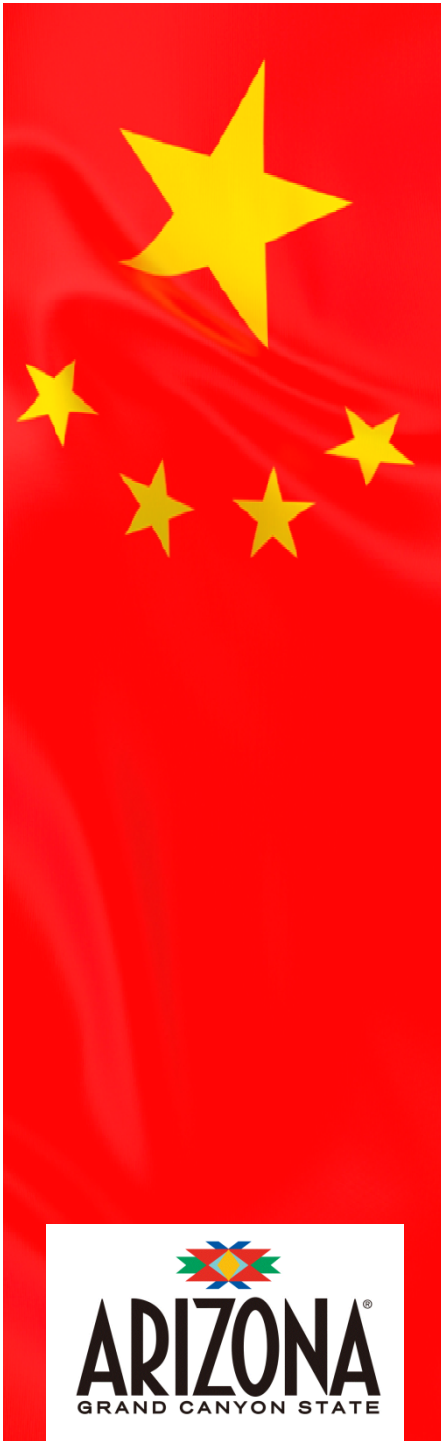


中国：  
增长速度  
极快的客  
源地





# CHINA:

## Trends

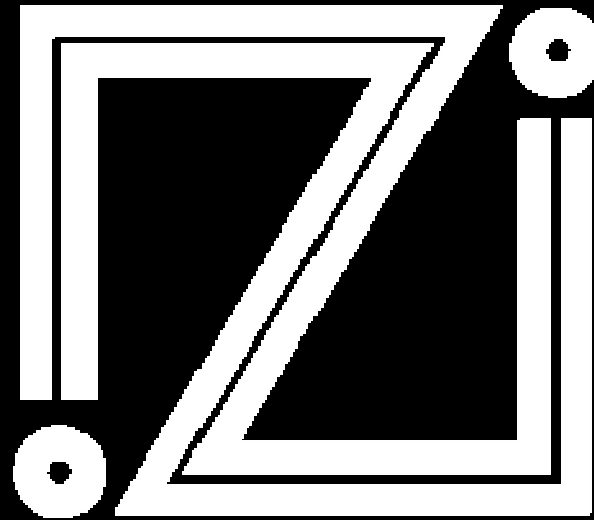
## Future

## Opportunity



# Alexander Glos

## CEO



**i2i GROUP**  
— IDEAS TO INDUSTRY —





# WHAT WE DO IN CHINA

- Market Research & Consulting
- Representations
- Sales
- Marketing
- Promotion
- PR – Media Relations
- Data Compilation



# CHINA = BIG NUMBERS

- 1.4 Billion People
- Life Expectance - 73
- \$7.3 T Economy
- \$4940 – Per Capita Income
- 15 M Vehicles Sold
- 700 M Use Internet
- 1.1 B Mobile Phones
- 5.3 MT CO2 Emissions

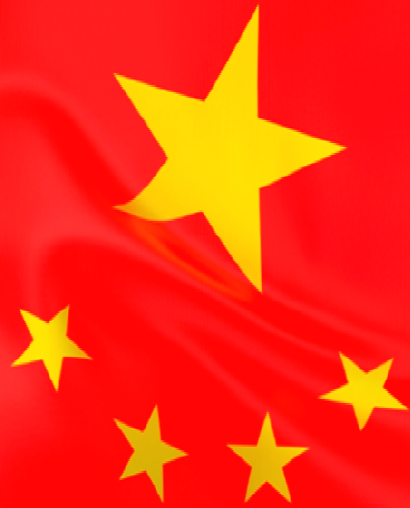




# CHINESE TRAVEL MARKET PROFILE

- **International**
  - 78 M Outbound
  - 20% Annual Growth
  - \$6800 Spend PP
  - 12.7 Days Average Length of Stay
- **Domestic Tourism**
  - 450 M - In China Travel More Than 500 km From Home
  - 350 M – Fly Annually
  - 89 M – PEK Airport
  - 110 M – SHA / PVG
  - 1.1 B Rail Passengers In February – Chinese New Year.

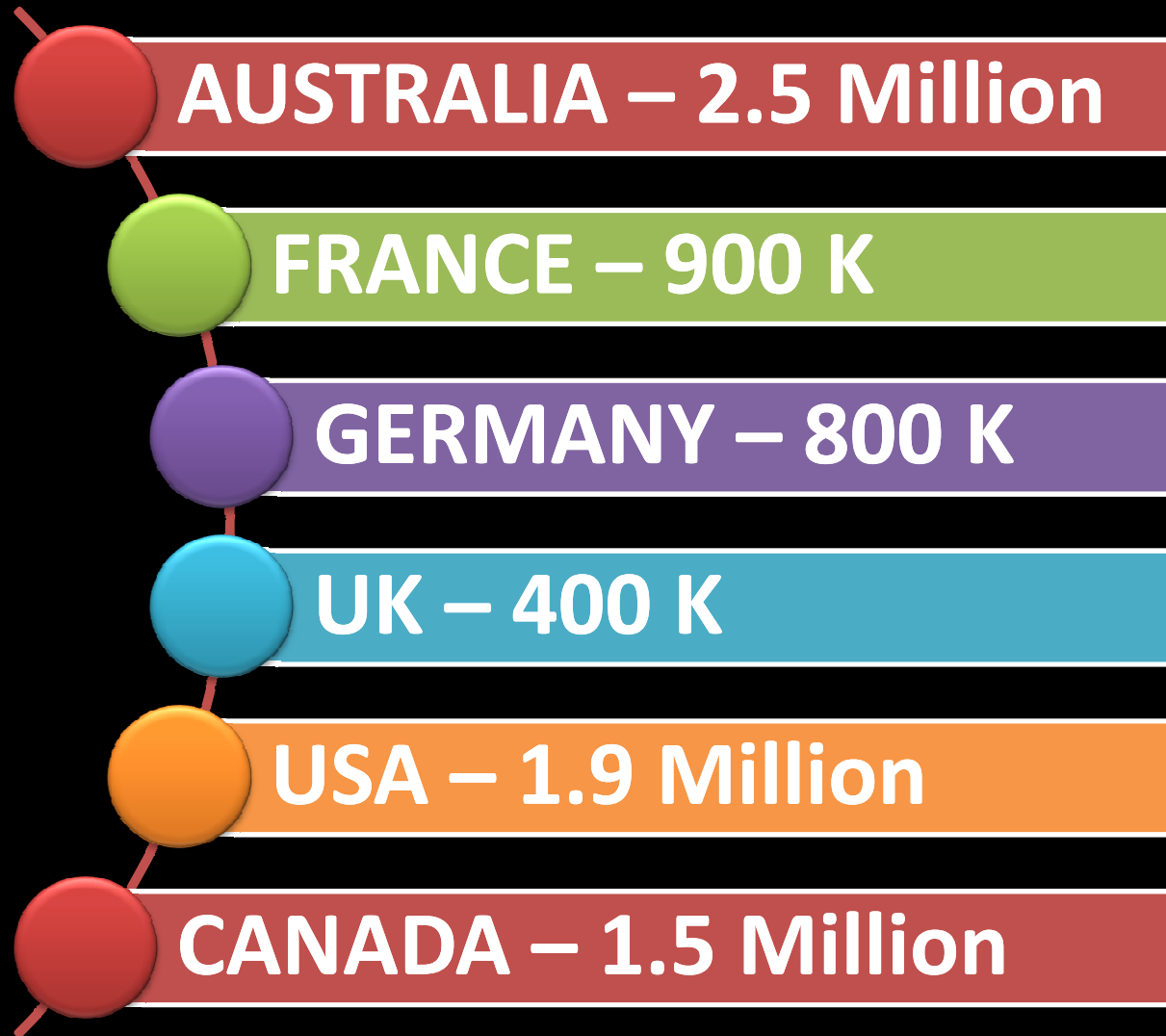




## TOP DESTINATIONS



# TOP LONG HAUL





# TOP USA DESTINATIONS FOR CHINESE

NEW YORK CITY

LAS VEGAS

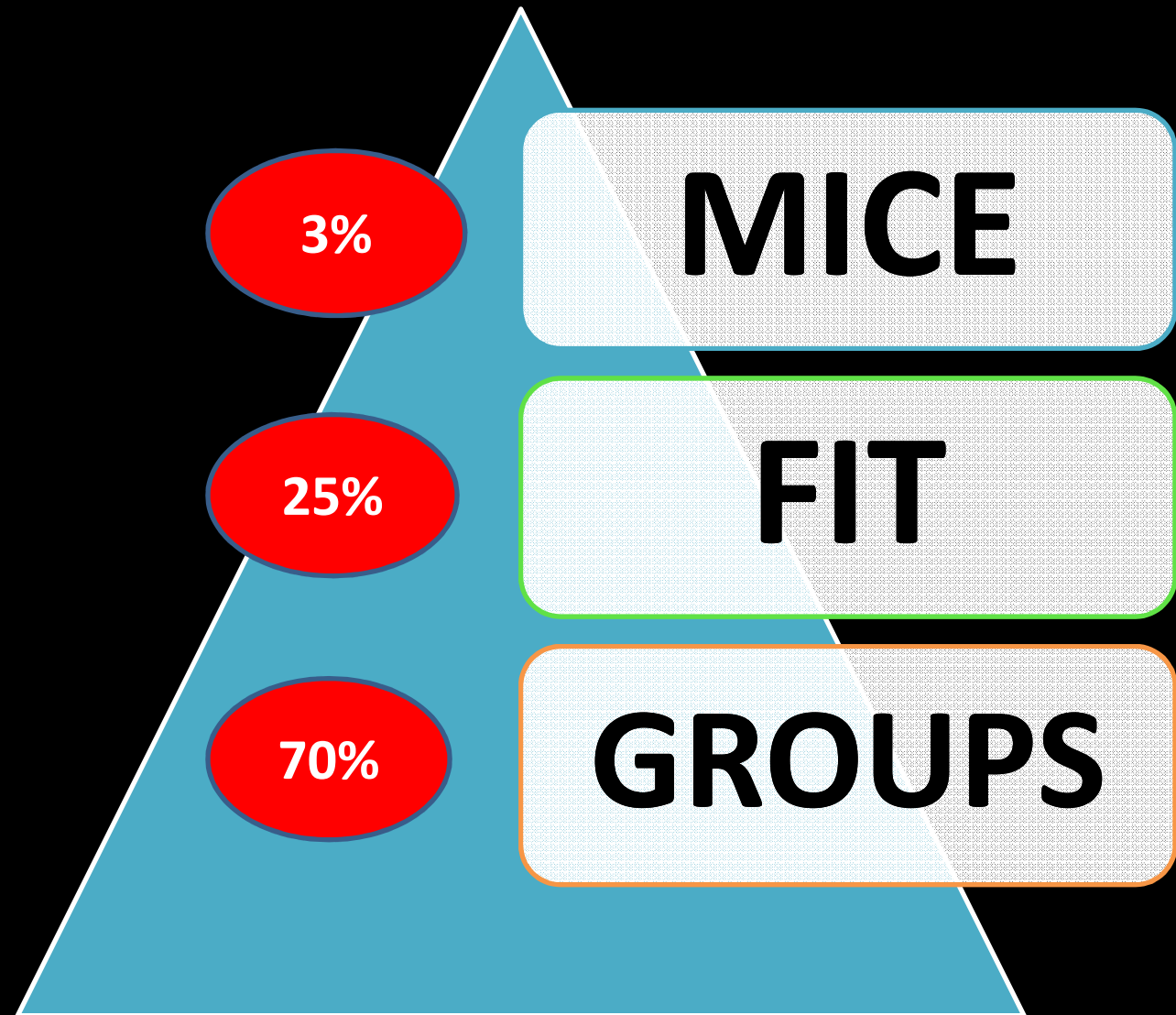
LOS ANGELES

WASHINGTON DC

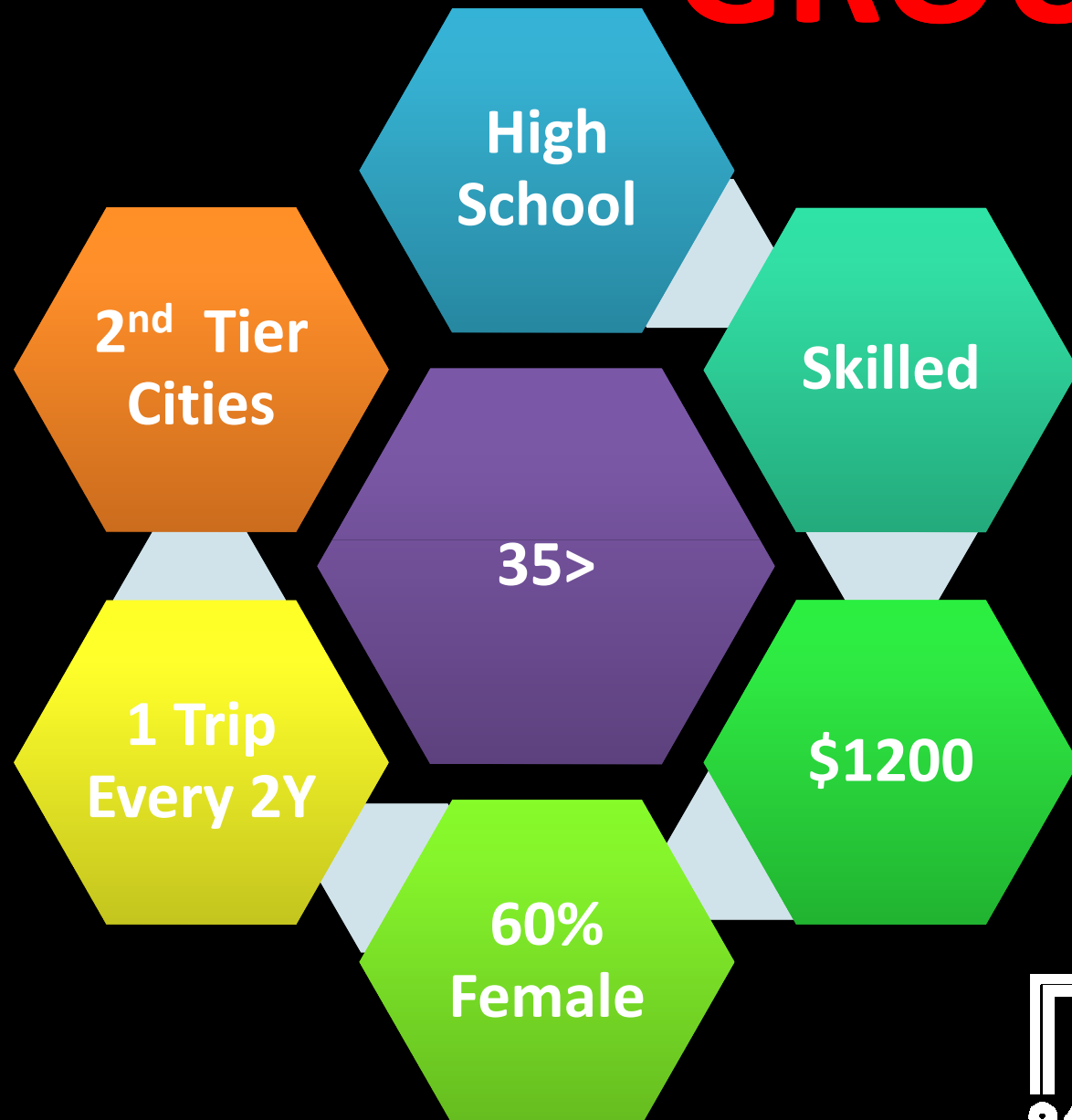
SAN FRANCISCO

HAWAII & GUAM

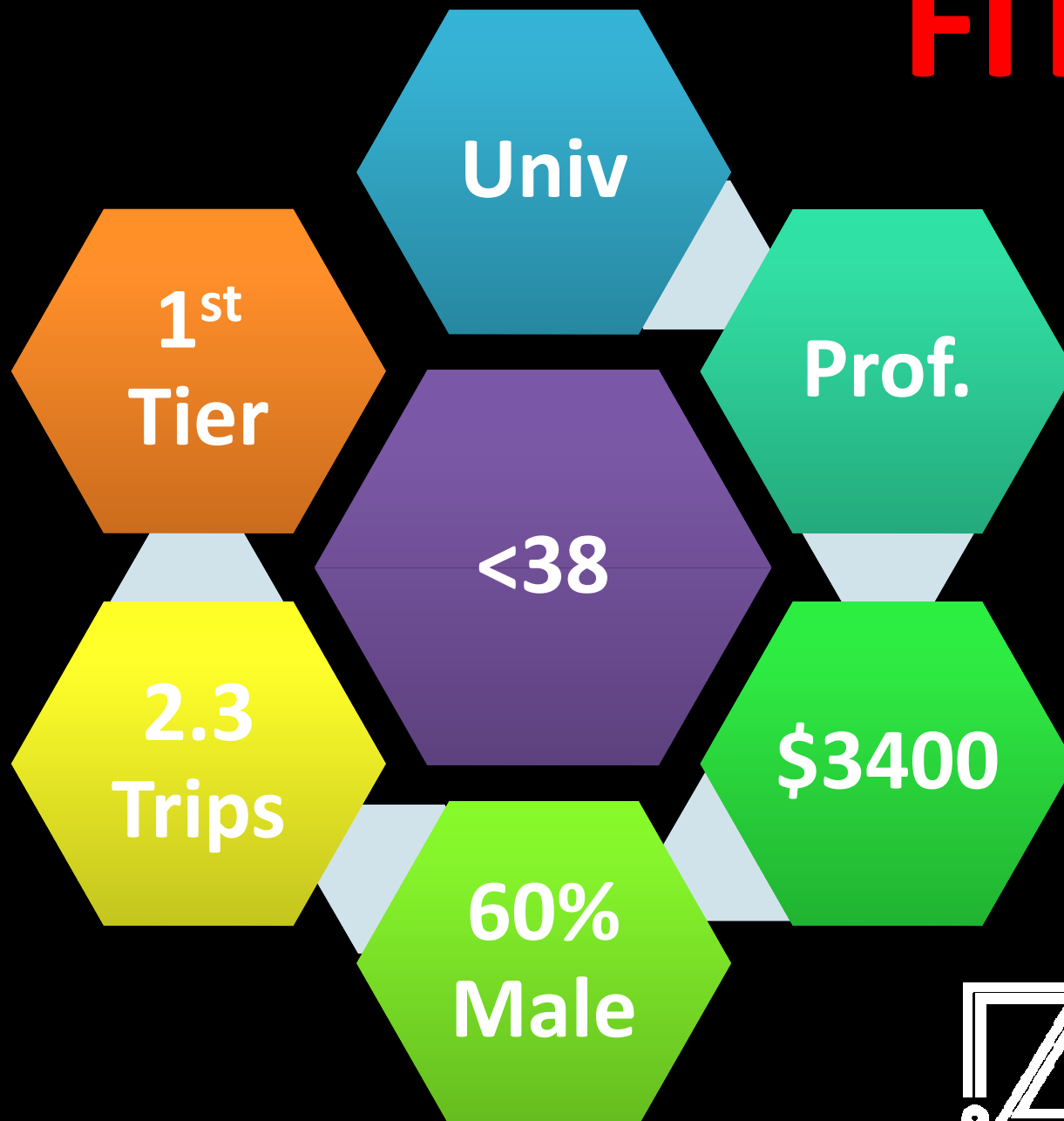
# WHO TRAVELS FROM CHINA?



# GROUP



**FIT**



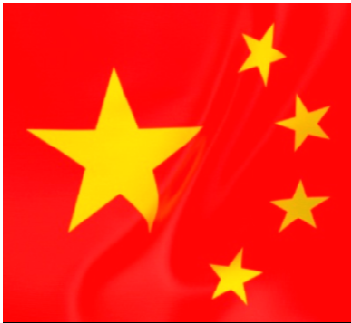
# MICE





# #1 ACTIVITY TRAVELING IN THE USA

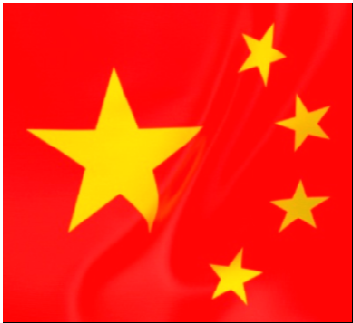
- **Tourism – 98%**
- **Shopping – 68%**
- **Entertainment – 26%**
- **Eating & Drinking – 21%**
- **Adventure – 18%**
- **Photos – 15%**
- **Sports/Recreation - 12%**
- **Meeting Locals – 9%**



# CHINA IMPACT - STARTING

- Gateway – Grand Canyon
- Less Than 15K In Other Regions
- Spend: + 42% - 2011 – 2012
- Spend: # 7 in The State
- Compared To #19 in 2007





# ARIZONA INITIATIVES

- **Media & Communications**
- **Social Media**
- **Product Development**
- **Business Development**
- **Training**





English Español Francain Deutsch 日本語

发现亚利桑那 玩转亚利桑那 酒店住宿

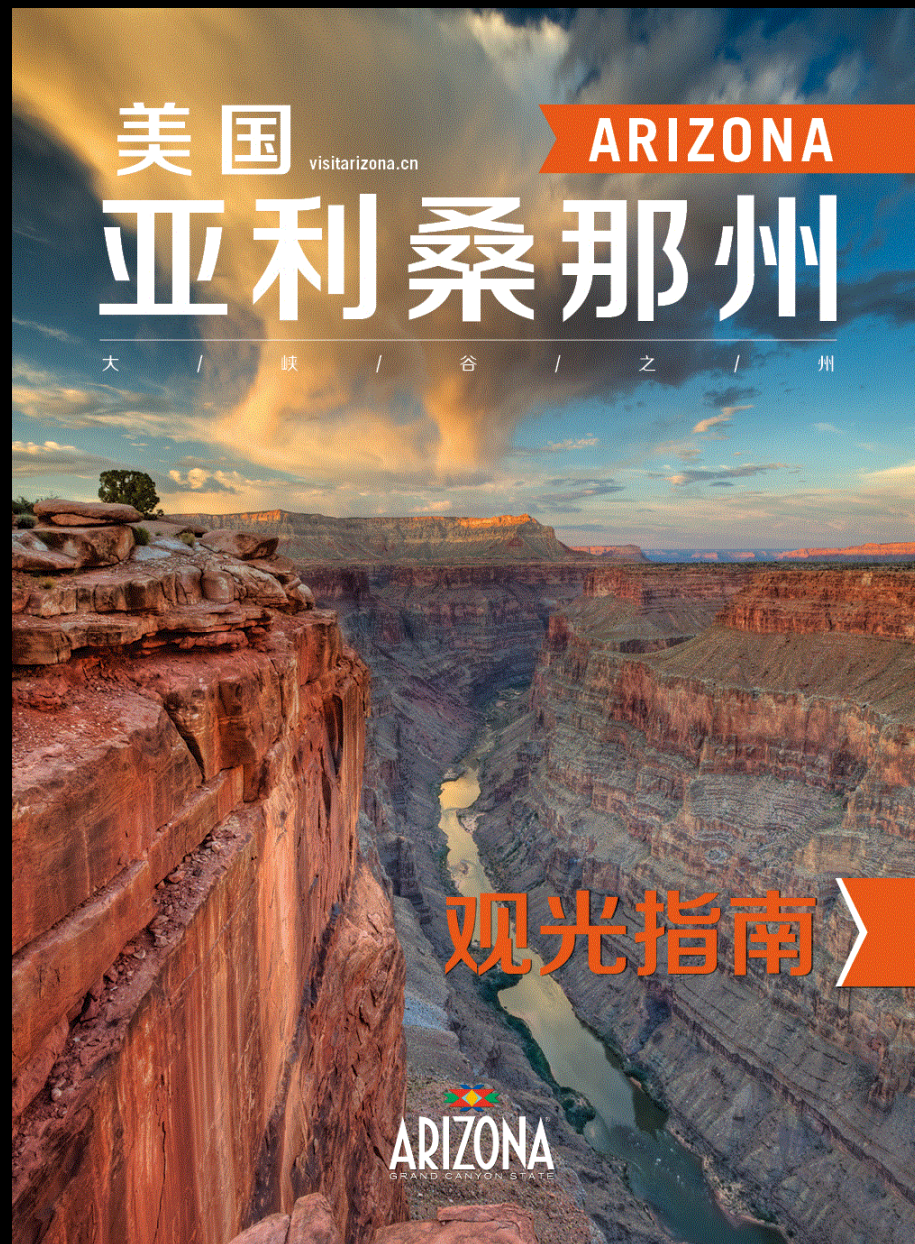
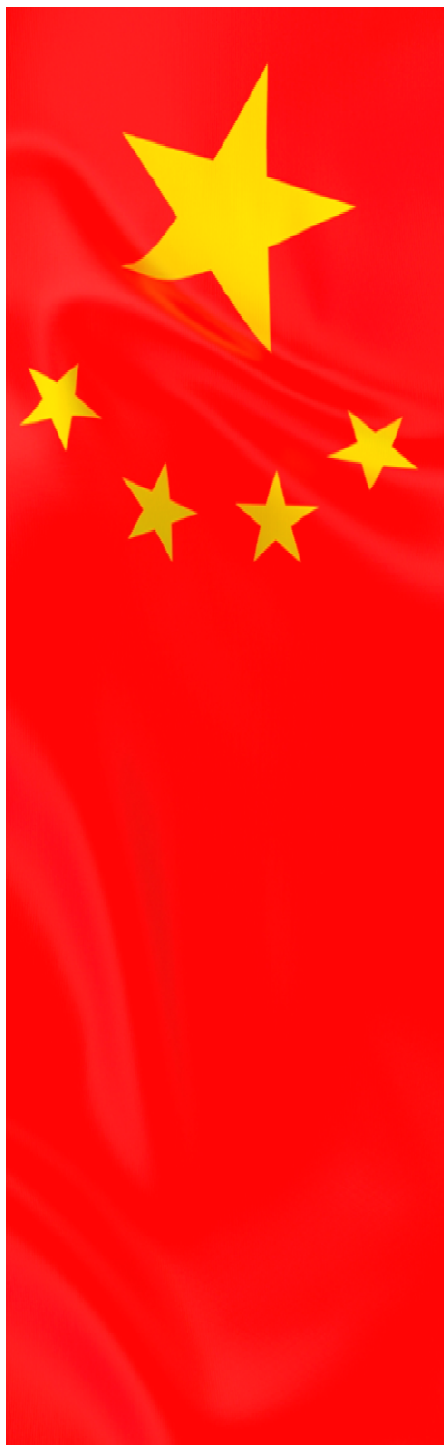
旅业中心 媒体中心 下载中心 联系我们

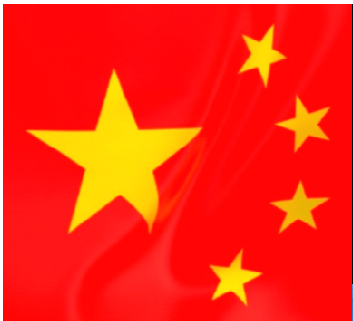


被誉为“大峡谷之州（Grand Canyon State）”的亚利桑那州（Arizona — AZ）位于美国西南部，地域辽阔，东接新墨西哥州，南与墨西哥共和国毗连，西隔科罗拉多河与加利福尼亚州相望。

亚利桑那州欢迎您







# ARIZONA BROCHURE



## 仙人掌国家公园 (Saguaro National Park)



仙人掌国家公园与图森市为邻，园区内巨大的仙人掌如同茂密的森林在谷底恣意蔓延。作为索诺兰沙漠的独特景观，仙人掌巍峨高耸，有的竟达 50 英尺，难怪人们会称之为索诺兰沙漠之王。

图森市将仙人掌国家公园一分为二，西边为图森山区，东边为吕康山区。两边距离图森市均有 30 分钟的路程。

此地最初在 1933 年被列为国家保护区，1994 年正式获得了国家公园地位。这里也是图霍诺·奥哈姆 (Tohono O'odham) 人的祖居之地。直至今日，图霍诺·奥哈姆人仍然是公园文化的一员。每年初夏，园区内都会见到收割仙人掌的图霍诺·奥哈姆人。

除去无边无际的辽阔沙漠之外，仙人掌国家公园还以多山著称。有些山峰海拔超过 8,000 英尺。山上松林茂密，绿意覆盖，为多种动植物群落提供了理想的栖息环境。西端、郊狼、鹌鹑和沙漠龟在低海拔地带生生不息，

高海拔地带则是黑熊、鹿和墨西哥斑点猫头鹰的乐园。

请从仙人掌国家公园的任何一侧的游客中心开始游览。在这里，您可以参观博物馆展品、幻灯片资讯展示和仙人掌园，还可以选择摊点购物。徒步游线路和观光车道都是以此处作为起点。游客中心提供由中心员工伴游的徒步游服务，为您提供园区内一些最著名景区的近距离体验。

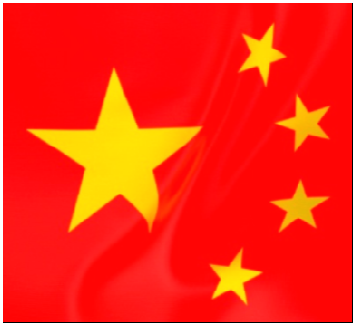
### 酒店、住宿与露营

仙人掌国家公园位于亚利桑那州南部。从图森市出发，可以轻松完成一日游行程。图森市的酒店和休闲场馆很多，住宿非常方便。

吕康山区的边远地带还提供露营服

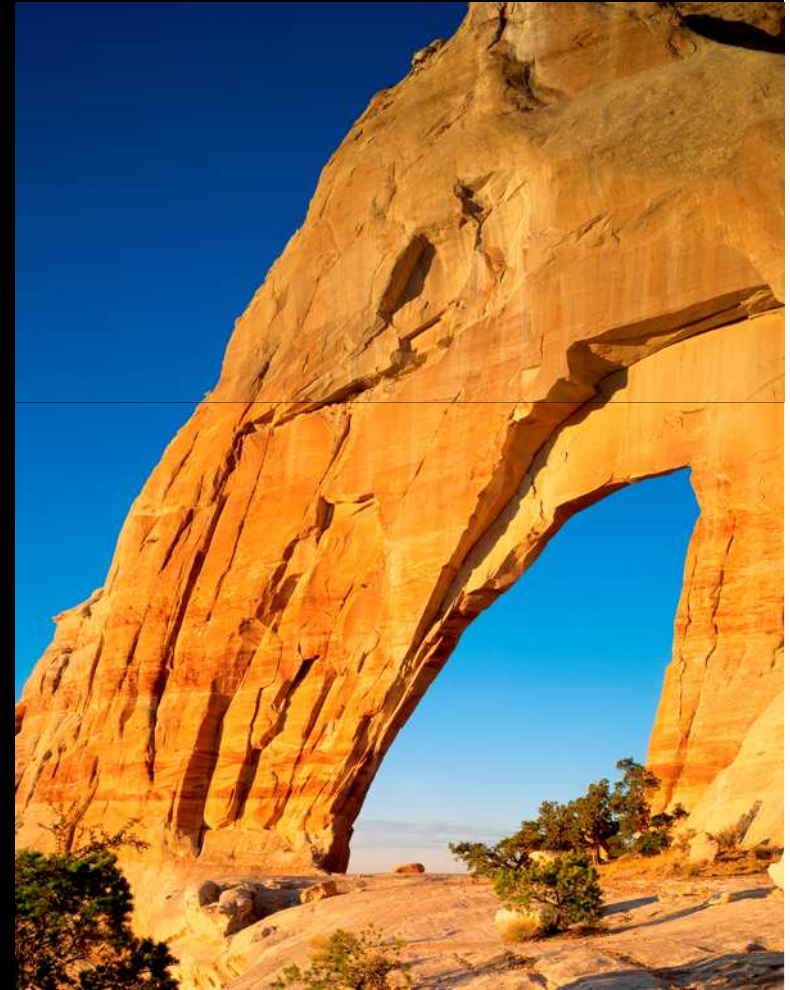
务，但事先要在游客中心申请许可。如需详情，请与园区管理处联系。

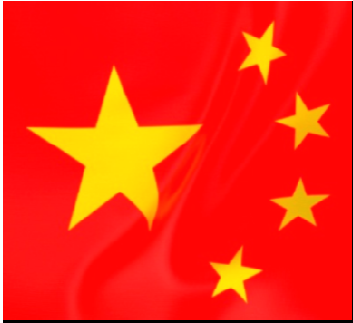




# ARIZONA INITIATIVES II

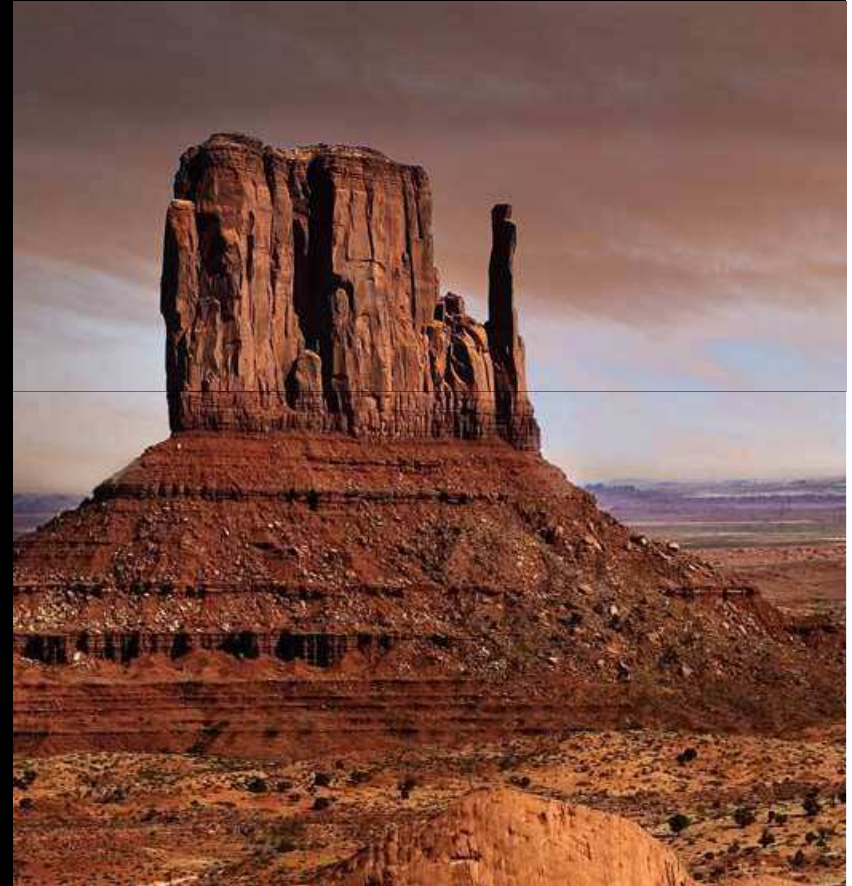
- CITM – Kunming
- Sales & Media Mission – January – 2014
- Familiarization Tours – Tour Operators – Media
- Bloggers

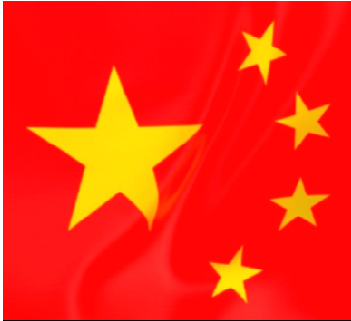




# PHASE ONE GOALS

- **50% Increase In Inbound Tourism**
- **35% Increase In Overnight Stays**
- **25% Increase In Overall Spending**

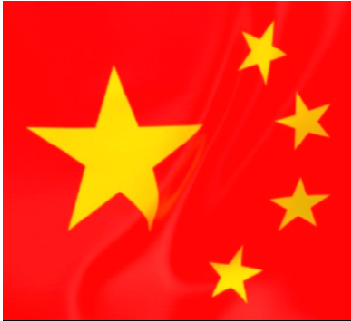




# TARGET DEMOGRAPHICS

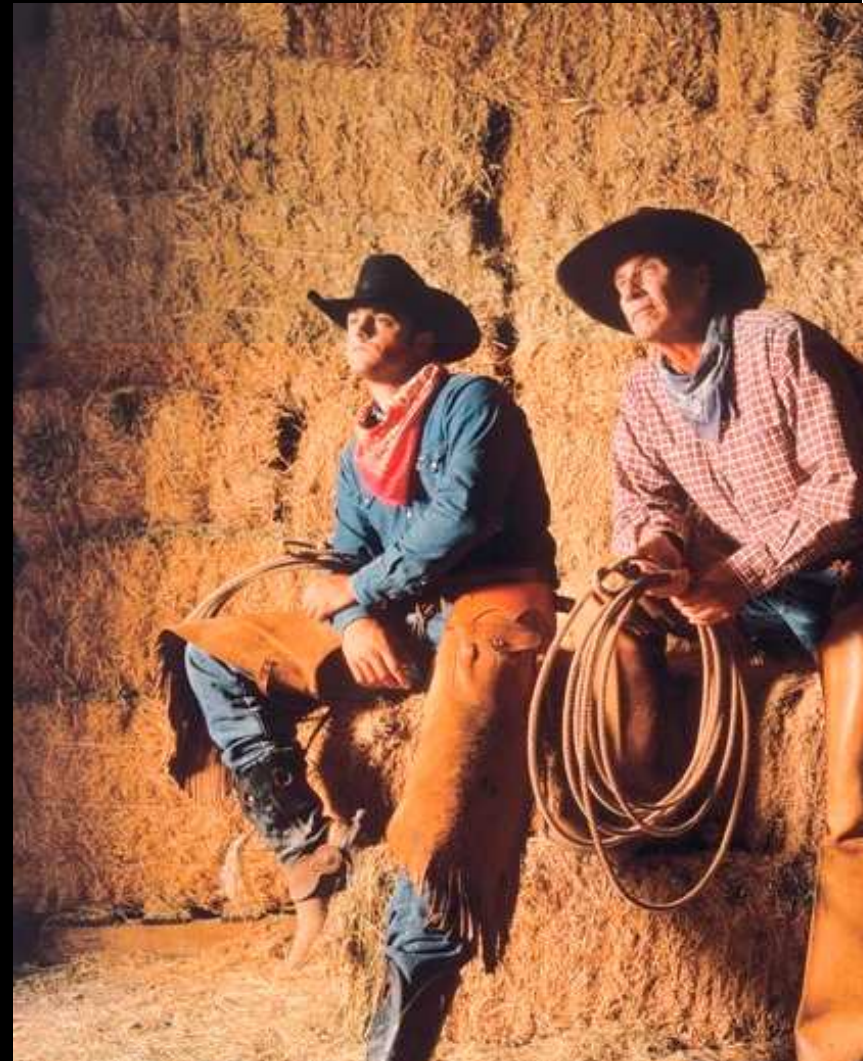
- Capable – Monthly Net Income > \$5000
- Employment – Chinese or International Multinational
- English Comfortable > Fluent
- Experienced Traveler
- Male & Female: 29 – 45
- Home Owner
- Integrated Demographics

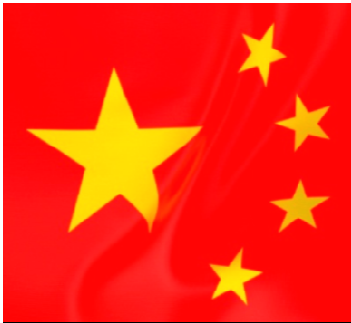




# GETTING YOUR SHARE – WHAT YOU CAN DO.....

- Chinafication
  - China Friendly
  - Hotel and Room Information
  - Slippers
  - Local Chinese Restaurants
  - Chinese News
  - CCTV

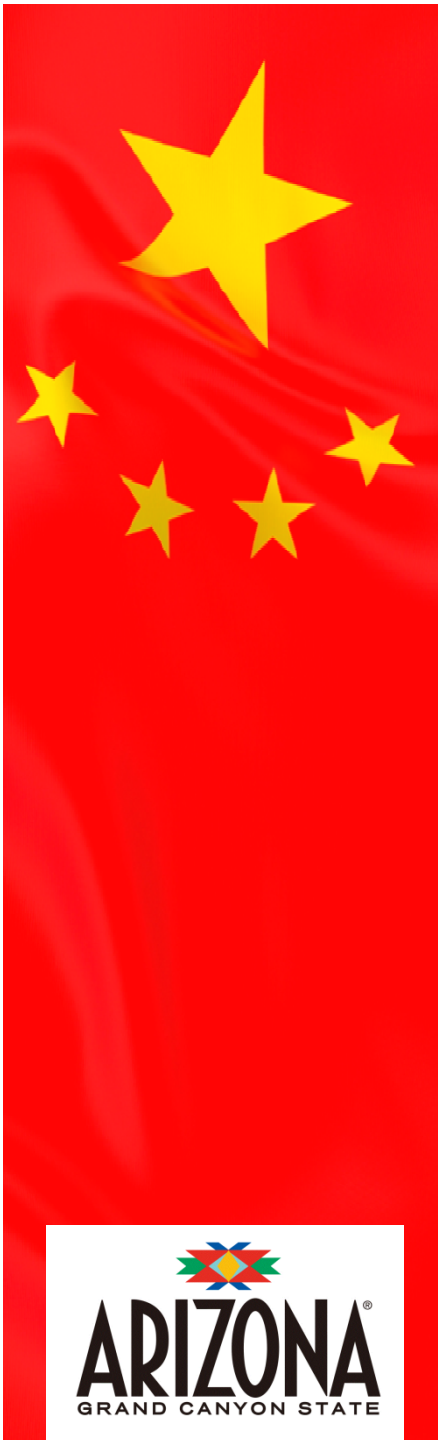




# GETTING YOUR SHARE II WHAT YOU CAN DO ....

- Web Site
- Communications
- Media
- Marketing & Promotions
- Business Development
- Bloggers
- Partnerships

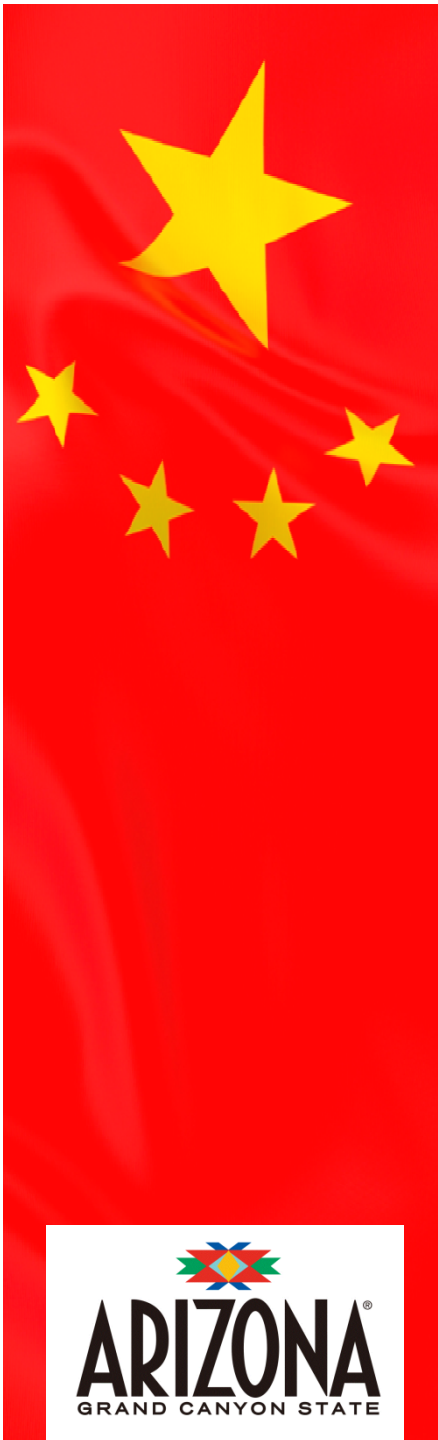




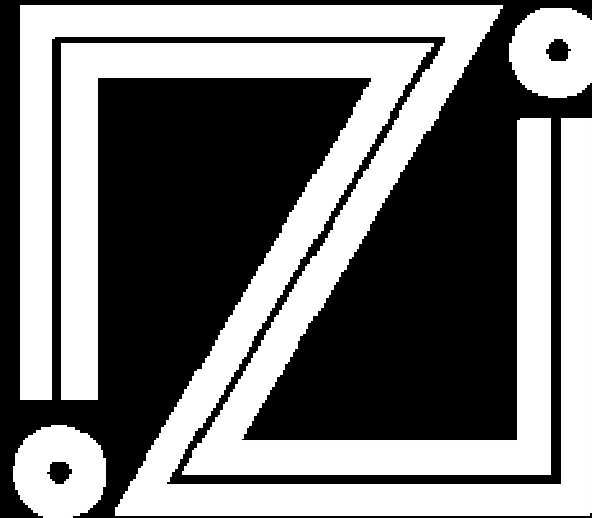
# **FUTURE TRENDS & GROWTH**

- **Growth Is Driven By Conditions In China – Not Internationally**
- **Growth Continue – 20% - 30%**
- **More Segmentation**
- **Extended Diversity**
- **Focus on Seasonality**
- **Chinese Abroad**





**Alexander Glos**  
**CEO**



**i2i GROUP**  
— IDEAS TO INDUSTRY —

**QUESTIONS & ANSWERS**

